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The classic authority on printed form and style—

Now completely revised with the most up-to-date information on:

- ★ grammar
- ★ typography and illustration
- ★ page makeup
- ★ manuscript preparation
- ★ word usage
- ★ copy-editing style
- ★ laws of copyright and libel
- ★ composition of principal foreign languages
- ★ handling of copy, galleys and page proofs

WORDS INTO TYPE, 3rd Edition

Based on studies by Marjorie E. Skillin,
Robert M. Gay and other authorities

Dear Professional:

Here, at last, is the expanded and updated edition of this guide to all the fine points of grammar, usage, style and production methods. Long esteemed by writers, editors, copy editors, and printers, this multi-faceted reference provides you with an authoritative style manual, as well as a step-by-step guide to preparing printed materials.

And for the first time you'll have a truly complete reference giving you firm style guidelines while reflecting the current flexibility in language and the new developments in photolithography and typographical design. It has answers to nearly every question, aiding you in every detail of your work.

For example, its contemporary guide to the use of words includes:

- * a listing of the most common ways nouns, adjectives, adverbs and prepositions are used redundantly
- * the 300 trite expressions most often appearing in books, periodicals and newspapers
- * a classification of words - from "addict" to "women" - according to their most recent levels of usage - standard, informal, dialect, slang, and vulgar slang.
- * correct, current usages for all the most widely used prepositional idioms
- * a collection of words most likely to be misused or confused
- * a listing of recently adopted foreign words and phrases

In addition, you'll find a comprehensive guide to the complexities of copy-editing style. The detailed coverage of abbreviations, for example, includes acronyms; agencies; geographical terms; Latin words and phrases; measures; medical terms; philological terms; scholastic, military, and civil honors; firm names; compass directions; and the accepted forms of the names of the books of the Bible for the five standard versions.

The guide covers the specifics of page makeup and typographical style, including the forms for headings, extracts, synopses, quotations, initials, footnotes, bibliographies, and tables. And it helps you solve the special typographical problems of poetry, plays, and the other various forms of writing, and the composition of foreign languages.

And there's a separate chapter showing you the procedures for handling copy, galleys, and page proofs, along with a section on indexing. You'll have a guide to modern grammatical usage, and you'll see the methods, materials and equipment involved in the composition of type and the reproduction of illustrations.

Moreover, you'll see ways of increasing the technical and design possibilities of printing with second and third generation typesetting equipment. The guide provides you with a greater understanding of such advances as cathode ray tube equipment, computerized typesetting, and electrostatic printing.

You'll have the techniques for manuscript preparation producing the most clarity and savings in time and expense. The guide shows you the accepted ways of preparing the manuscript's physical form; using editorial marks, handling topical heads, block quotations, footnotes, bibliographies, tables, and illustrations. And there's also information on the special responsibilities of the book writer and the legal provisions affecting the author.

And all the information is readily accessible, designed for helping you complete your work with greater speed and accuracy. Whatever the problem, you can be confident of finding help from the guide's exhaustive index and functional cross-references.

In short, Words into Type is an all-inclusive guide to the many processes of transforming the written word into type. There is no other published work providing so much valuable information. It may well become your most indispensable reference source.

Here is what prepublication reviewers had to say about the new, third edition of

WORDS INTO TYPE

Based on studies by Marjorie E. Skillin,
Richard M. Gay and other authorities

"Anyone connected with translating words into type - whether it be in book publishing, advertising, magazine publishing or newspapering - will find it a well-indexed source of information..."

Theodore M. Bernstein
Consulting Editor, The New York Times

"Words into Type is an invaluable aid for the copy-editor. It's clear, precise and compact (amazingly, without leaving anything out)."

Carmen Gomezplata
Chief Copy Editor, Farrar, Straus & Giroux, Inc.

"...an old authority with up-to-date answers."

Leona Capeless
Managing Editor, Oxford University Press

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Sincerely,

Steven T. Landis

Steven T. Landis

P.S. Please see the reverse side for a partial listing of the contents of this outstanding guide.

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